

# Business Start-up Series

**Monthly Saturday seminars to examine in depth the issues involved in starting a small business.**

**Would-be entrepreneurs will be able to determine their preparedness and ability to start a business by examining the opportunities, responsibilities and challenges involved in business ownership.**

**Location:** Vincennes University Jasper Campus, Center for Technology, Innovation & Manufacturing

**Time:** 8:30-10:30am ET **Days:** third Saturday, September-March (no meeting in December)

**Registration:** \$10 per session, Call or email Jasper Chamber of Commerce  
([chamber@jasperin.org](mailto:chamber@jasperin.org), phone 812-482-6866)

## Schedule

### **September 21, 2013 Forming your idea**

You have a hobby that you think can be profitable or you see a market niche for a product or service that you can provide. How will you develop your ideas into a profitable business?

### **October 19, 2013 Financial services**

How will you obtain start-up capital to support your business? Loans? Credit card? Investments from relatives and friends? What do you need to know about accounting and taxes?

### **November 16, 2013 Intellectual property**

You may need to apply for a patent for your idea or obtain a license to use someone else's patent. Do you need to apply for a trademark? How about copyright?

### **January 18, 2014 Human resources issues. Building your team.**

As your business grows you will need to add others to your team. It is critical to understand the responsibilities of an employer. It's just as important to know how to find the right people to move your ideas forward.

### **February 15, 2014 Marketing & developing your brand**

Potential customers need to be informed about your business. Your brand is what identifies the business and tells everyone what makes it unique.

### **March 15, 2014 Business plans**

Your business plan ties everything together to make the case that your ideas are feasible and that you know how to reach your goals.

